

LEO BURNETT U.S.A.

A division of Leo Burnett Worldwide, Inc.

Ad No. 208—Great Trails Display Unit—Reg. No. 1007—page 4 x 11 inch—49g x 11 1/2 in.—Trade Magazine, 1979 1A

Printed in U.S.A.

The Great Trails Poster Offer from Marlboro.

June 2-June 27.



It's a one of a kind poster that recaptures all the grit and glory of the great trail drives. Printed on rugged buff stock, this unique poster tells of the cowboy of yesterday, the trails he rode, the gear he used and the life he lived.

Your customers can get a poster free with a purchase of any carton of Marlboro from this unique 180 carton floor display.

And, you'll get extra profits. Last year, Marlboro had the greatest volume growth of any brand in the U.S.* So, order extra stock now... a Great Trails Poster free with every carton of Marlboro is an idea your customers will buy.



Come to where the profits are.
Come to Marlboro Country.

*Source: The Market Research Council, 1978. Courtesy of
Marlboro Tobacco of Philip Morris Inc.



This Ad filed as STRAIGHT BRAND MARLBORO.
See DETAIL in Index Book (and MARLBORO ADP3598)